

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After analysing the data it can be stated some conclusion as the following:

1. There are three kinds of semiotics forms in the use of semiotics in “A Mild Go Ahead” as the sign in the TVC namely; (a) Representamen is a kind of outer skin of an sign that only can see but not yet known the meaning by the human (b) Object is the meaning on what we have seen from the picture or a sign, and (c) The interpretant is something that arise from the represantement and the object as the relation between them that being interpret by the people.
2. Based on the analysis there are some meaning of using semiotics in the TVC “A Mild Go Ahead”; (a) as the creativity, the TVC is become more interesting to watch, and hopefully the audience will begin to use the product, (b) the TVC using semiotics to replace the real meaning of every scene that appears in the TVC, and (c) , it’s to suggest people especially smoker to use this product indirectly.
3. There are nine types of semiotic such as qualisign, sinsign, legisign, icon, index, symbol, rheme, decisign and argument with the sinsign dominantly occures in the research.

B. Suggestion

Based on the conclusion above, it's advisable that:

1. In learning a language as the social semiotics will give us some contributions to find much more system of using sign in social life situation.
2. Through mass media as an electronic media is a good way of conducting the research especially in semiotics as a science in the field of linguistics.

